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House of Representatives

The House met at 10:30 a.m. and was called to order by the Speaker pro tempore [Mr. HASTINGS of Washington].

DESIGNATION OF SPEAKER PRO TEMPORE

The SPEAKER pro tempore laid before the House the following communication from the Speaker:

WASHINGTON, DC,
July 16, 1996.

I hereby designate the Honorable RICHARD "DOC" HASTINGS to act as Speaker pro tempore on this day.

NEWT GINGRICH,
Speaker of the House of Representatives.

MORNING BUSINESS

The SPEAKER pro tempore. Pursuant to the order of the House of May 12, 1995, the Chair will now recognize Members from lists submitted by the majority and minority leaders for morning hour debates. The Chair will alternate recognition between the parties, with each party limited to not to exceed 30 minutes, and each Member except the majority and minority leader limited to not to exceed 5 minutes.

The Chair recognizes the gentleman from Wisconsin [Mr. ROTH] for 5 minutes.

TRAVEL AND TOURISM

Mr. ROTH. Mr. Speaker, here is what travel and tourism has done for the Atlanta Olympics.

When Atlanta was chosen to host the 1996 summer games, the tourism industry immediately began working with State and local governments.

Their goal was to take advantage of the Olympics to make Atlanta a top international travel destination.

To achieve their goal, they came up with a 5-year plan.

The Olympic games have not begun and Atlanta is already receiving benefits.

Since they started the plan, tourism has increased 10 percent annually. Atlanta hotels have the highest occupancy rate in their history. In the last 5 years, 7 million visitors have spent \$3.5 billion. In other words, travel and tourism is creating jobs and economic growth for Atlanta and for Georgia.

Once the games begin, Atlanta expects another 2 million visitors.

They expect 3 billion people to watch the Olympics on TV. That is 60 percent of the world's population. It is 3 billion potential travelers. And Atlanta is making the most of it. Because of the 5-year plan, they expect tourism to increase 8 percent a year after the Olympics. They are succeeding because they are united. They know that the Olympics are not only an athletic competition. It is an opportunity to showcase Atlanta to the world.

But organizing such an enormous event is no easy task. It calls for a common purpose and shared resources. Atlanta answered the call. Now they are seeing the benefits. We can learn something from their effort in Atlanta. Drawing visitors to the United States requires hard work and cooperation.

But we obviously have not worked hard enough. Over the last 3 years, fewer and fewer tourists have been coming to the United States. Even though tourism is growing 23 percent faster than the world economy. By the year 2006, the United States could potentially create an additional 2.4 million tourism-related jobs. That is a new job every 2 minutes. But this is not a foregone conclusion. Those jobs could easily go somewhere else.

In 1995, 2 million fewer visitors came to the United States. Translated: That drop cost us 177,000 jobs.

We need to adopt the same work ethic as the organizers of the Olympics. They brought many different groups together to ensure success in Atlanta this summer. Travel and tourism can benefit from being united; 99 percent of

the tourism businesses in the United States are small businesses.

They do not have the resources to tap into the international market by themselves. But, when they combine their resources, they are powerful. Overall, tourism is the second largest industry in America. It employs, directly and indirectly, over 14 million Americans. In 1995, tourism pumped \$76 billion into the U.S. economy and \$58 billion in tax revenue.

Tourism is our leading export with a \$18 billion trade surplus. But we are rapidly losing ground. Our businesses lack the resources necessary to compete with their huge international rivals. We lack unity. Other nations pour billions of dollars into campaigns to attract tourists. Our small tourism businesses are left to their own devices.

The travel and tourism industry recognized the problem. So they came to Washington last year to find a solution. At the White House Conference on Travel and Tourism, they found their answer—H.R. 2579. This bill brings together representatives from many segments of the tourism industry. These groups will formulate a national strategy for travel and tourism.

The goal is to bring more international visitors to the United States and to steer them toward American businesses for every part of their trip. We should have 100 million visitors to the United States by the year 2000. Working independently, tourism could never hope to reach such a goal. But when these groups and businesses are united, they will be unstoppable. The travel and tourism industry will not be the only winners. Every American will benefit from its success.

Millions of new jobs will be created. Billions of dollars in revenue will be generated. H.R. 2579 is the economic shot in the arm we are looking for. The entire world will be watching America this year. Travel and tourism is determining how the world sees us. Atlanta

□ This symbol represents the time of day during the House proceedings, e.g., □ 1407 is 2:07 p.m.

Matter set in this typeface indicates words inserted or appended, rather than spoken, by a Member of the House on the floor.



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